

# Felipe Lobon, MBA

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## Brand & Creative Manager

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Dedicated brand and marketing management professional with MBA-level business acumen and a proven background and passion for driving revenue growth in consumer packaged goods (CPG), beverage, and entrepreneurial organizations. Sales and marketing expertise includes branding, product marketing, social media, and visual communications.

I'm a flexible problem solver who enjoys researching, adapting and can work autonomously in ambiguous situations. I'm a demonstrably engaging and effective people leader, relationship builder, collaborator, mentor, coach, and life-long learner.

- Marketing strategy
- Social media marketing
- Sales management
- Creative brand management
- Brand planning & identity design
- Marketing program management
- Cross-functional team building
- Brand innovation and strategy
- Presentation

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## Accomplishment Highlights

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- Developed Good Omen Brewing Company as a pre-production craft brewing startup in Texas, including complete branding & marketing strategies for the startup and five "day-one" brands along with multiple seasonal and rotating brands.
- Detail-oriented strategic thinker with the leadership skills to collaborate with regional and national brand partners (Publix, Whole Foods Market, Total Wine) and distribution partners alike.
- Recently earned MBA in Marketing and Entrepreneurship, with international experience in Venezuela, Spain, Italy, Bahamas, and the Philippines. Effective team leader ready to rally a cross-functional team to achieve your marketing goals.
- Extensive brand development and marketing experience. Strong written and verbal communication skills with consummate attention to detail and a laser-like focus meeting goal-oriented KPIs

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## Professional Experience

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**Co-Founder & Brand Director**, GOOD OMEN BREWING COMPANY, Fort Worth, TX **05/2019 to 10/2020**

Led a team of six investors and two founders in the creation and development of a new pre-production craft brewery in Fort Worth, Texas. Spearheaded ideation sessions for funding, branding, location search, social media, and experience design. Responsible for the brand's strategic direction and startup-phase KPI development, cost estimates, and timeline adherence. Led all business administration functions and strategic initiatives as well as startup logistics.

- Met with Angel Investors to raise \$950,000 in seed capital based on a \$2.5 million valuation built on brand equity and industry experience of founding partners and pro-forma financial evaluation. Experienced in extensive troubleshooting of marketing goals through the implementation of lean startup strategies.
- Set and monitored a budget of \$400,000 in working capital. Secured a \$250,000 property plant & equipment (PP&E) loan to develop an extensive manufacturing facility capable of maintaining ten year-round brands alongside five rotating or seasonal brands.
- Led beer product development in conjunction with the head brewer, including direct oversight of commercialization, recipe crafting, timelines, and hitting budget targets, and maintaining product margins through aggressive use of startup bootstrapping methods.

**Marketing Management Intern**, ACCELERATE DFW FOUNDATION, Fort Worth, TX **05/2018 to 05/2019**

Responsible for developing innovative marketing strategies to generate clients in partnership with the Foundation Director and Director of Programming. We fine-tuned identity & positioning to appeal to prospects in the North Texas entrepreneurial space.

- Established "Startup Bootcamp" and "Fort Startup" brands at Rosedale Accelerate DFW (ADFW) campus to build ADFW Brand Equity in the Fort Worth Entrepreneurial Space. Leveraged external partners to grow brand presence through rigorous adherence to a well-researched marketing plan.
- Increased participation in the "Startup Bootcamp" series of entrepreneurial education & training courses by 40%. Boosted participation through aggressive PR campaigns with local outlets, market research, and data analysis of prior participants.
- Boosted social media engagement with targeted social media strategies for workshops on finance, arts, and entrepreneurship. Pinpointed five new target customer segments by analyzing nine years of existing data on prior clientele.

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# Felipe Lobon

Page 2

**Marketing Manager, THE FUNKY BUDDHA BREWERY, Oakland Park, FL**

**08/2015 to 07/2017**

Established and led brand marketing team to promote merchandise, coordinate regional events, facilitate social media outreach, provide sales support, and implement brand innovation in collaboration with external partners. Personally oversaw end-to-end development and execution of all marketing programs for over 20 brands, including flagship brands such as Hop Gun and Floridian, as well as specialty releases like Maple Bacon Coffee Porter and Last Snow.

- Spearheaded all external brewery communications and content creation efforts, including direct mail, digital campaigns, and advertising efforts across multiple platforms, including PR, advertising, and brand strategy implementation.
- Built brand equity by creating extensive branding and marketing materials for all new beer releases and brewery events and streamlined internal and external marketing projects by creating cohesive brand guidelines to facilitate external agency management and creative media development.
- Collaborated with sales and production teams in brand & strategy planning and direction meetings to provide end-to-end marketing support for over 1,500 events per year. Including bourbon barrel-aged releases, festivals, and sampling programs across retail partners. Employing Project management software like Trello, Asana, and slack.
- Mentored employees and delivered guidance and training in topics ranging from packaging, design, visual merchandising, demand generation, and social media strategy to creative development and creative marketing.

**North Texas Sales Manager, THE HARPOON BREWERY, Dallas, TX**

**01/2014 to 08/2015**

Managed outside sales, marketing, account management, and distribution of Harpoon products in North Texas territory for America's 18th largest craft brewery. Oversaw all market, sales, and customer research operations for North Texas, Dallas-Fort Worth (DFW) market. Focused on enhancing the North Texas Harpoon client management and developing our sales strategy.

- Researched and Identified sales opportunities and gaps by analyzing Vermont Information Processing (VIP) sales data, synthesizing VIP data sources using Tableau. Provided support to Ben E. Keith's mobile sales crew.
- Collaborated with distributors (such as Ben E. Keith) to execute sales programs, set pricing, plan events, manage the supply chain and manage inventory. Drove customer sales in collaboration with Harpoon goals and Ben E. Keith targets.
- Implemented rigorous agency management standards when working with consumer sampling agency vendors. Applied demand generation and strategic marketing techniques to new customers and distributor-provided leads.
- Increased North Texas sales 10.82% (from 26,800 cases to 29,700 cases) in 7 months despite a limited product portfolio. Increased brand presence by coordinating events such as pint nights, tap takeovers, brewery nights, and special releases.
- Created and led monthly and quarterly distributor presentations for DFW and El Paso branches of Ben E. Keith.

## Additional Experience

**Strategy Consultant, NEELEY & ASSOCIATES CONSULTANTS, Fort Worth, TX**

**01/2018 to 05/2018**

**Lead Graphic Designer, SIMPLY 180, Boca Raton, FL**

**04/2013 to 12/2013**

**Marketing Assistant, DENISON YACHT SALES, Fort Lauderdale, FL**

**10/2011 to 03/2013**

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## Education & Credentials

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**MBA, Marketing & Entrepreneurship | TEXAS CHRISTIAN UNIVERSITY, Fort Worth, TX | 2019**

*Leadership: Class of 2019 Social Chair; LEAD Team Coach for Class of 2020*

*Strategy Consultant for Fort Worth Sister Cities International – Neeley & Associates Consulting*

**BS, Communication & BA, Literature | UNIVERSITY OF MIAMI, Coral Gables, FL | 2011**

*Art Director for The Miami Hurricane! Student Voice of the University of Miami (2009 - 2011)*

## Technical Skills

Microsoft Office (Excel, Powerpoint, Word, Outlook), Adobe Creative Suite (Illustrator, InDesign, Photoshop, Audition, Premiere), Mailchimp, Constant Contact, Direct Mail, WordPress, Wix, Squarespace, Asana, Trello, Project Management, Google Ads/Analytics, Facebook, Twitter, Instagram, SQL, Tableau, Frontline Solver Analytics Platform

## Awards

TCU MBA Class Values Recognition Award, September 2018 | Buddha's Best Award for Employee Excellence, February 2017 | IBM Start Workshop Case Competition Winner, 2017

## Languages

English (native), Spanish (native), French (elementary)